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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

July 15, 1944 No. 67

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MARKETING PLENTIFUL FOODS . . . . Plans for enlisting the help of the retail trade in marketing locally abundant supplies of fresh fruits and vegetables are well under way. The general idea of the Marketing Plentiful Foods program is to help move items of produce that might pile up with resultant spoilage because of a local and seasonal spurt of farm-to-market activity. Machinery has been set up to get necessary posters and sales helps to retailers when and if the occasion demands. When a surplus of any commodity becomes imminent in a specified area, the kick-off for handling it will be made by the Regional Marketing Reports Office of OD. This might well become an important phase of the food management program. Further announcements on it will be made from time to time.

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The OPA AND FARM NEWS . . . . Plans are now taking shape to designate in each of OPA's 93 district and 9 regional offices one person to be responsible for getting OPA information to farm people through established channels, such as Extension Editors, Farm Security, AAA State Chairmen, and other agencies concerned with OPA Price and Rationing Actions. This procedure should facilitate more direct contacts between OPA and USDA field offices and hence quicker and more efficient information service.

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CONSUMER TIME'S July 22 radio show will very appropriately put in a plug for Farm Safety Week. The program is called "Mr. Lumpkin's Laboratory," and is designed to make people safety conscious. A highly illustrated and easy-to-read booklet "Safe at Home", made available by the National Safety Council, will be offered free to anyone who writes to Consumer Time, Washington 25, D. C., for it.

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SECRETARY WICKARD will give a talk on Farm Safety over the Mutual Network, July 26 at 7:45 p.m. EWT.

GROVER B. HILL, Undersecretary of Agriculture, will also talk about Farm Safety Week on the Farm and Home Hour July 22; the usual Homemakers News will be broadcast by Ruth Van Deman.

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KEEPING PRICES DOWN in your community will be the subject of OPA's radio program for July 20, 7:45 p.m. EWT. OPA Deputy Administrator James G. Rogers and two guest speakers will be heard.

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JUDGING VICTORY GARDENS will be the subject of the Blue Network's July 21 program, 12:45 EWT. Ernest Moore and Duke DuMars will do the talking.

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COLD STORAGE--TRANSPORTATION--POST-WAR PLANNING are three of the more timely subjects discussed in the July issue of The Agricultural Situation. The Cold Storage situation by Wm. B. Ward of WFA explains just what the title suggests; Agricultural Transportation Outlook by Ralph L. Dewey of BAE discusses the problems that might be expected this fall in getting livestock and farm crops to market; A Rural-Urban Community Plans Ahead, by T. R. Reed of BAE, tells how farmers, businessmen, and other groups at Fort Smith, Ark., are working together to meet post-war problems.

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SCOUTING FOR MORE FOOD . . . . The Boy Scouts of America are being urged by their National Director of Rural Scouting to do everything possible to maintain the home food supply. In a recent letter to all Scout Executives, Director E. H. Bakken points out how they can help promote the Green Thumb Garden contest. He calls attention to the fact that the Country Gentleman recently sent to every Scoutmaster in the country a "Produce Food" poster that CG provided in cooperation with the U. S. Crop Corps Campaign. Also included with Director Bakken's letter were copies of other materials with suggestions for their use in relieving the farm labor situation.

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TRUCK CROPS . . . . For the summer season of 1944, an aggregate production of commercial truck crops about 13 percent greater than in 1943 and about 9 percent above the 10-year average is indicated according to BAE's Commercial Truck Crop report of July 10. If you want to prepare something for press or radio, this 16-page report has all the facts and figures you need on practically everything from beets to watermelons.

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TURKEY TIME is drawing nigh again and to make sure our armed forces, wherever they are, have turkey for Thanksgiving, Christmas, and New Year's WFA has issued set-aside order No. 106 to become effective July 17, 1944. A 3-page press release "WFA Announces Turkey Set-Aside Order" (USDA 2709), has been issued on this and you may want to give it special consideration.

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COTTONSEED HEARINGS . . . . The Secretary of Agriculture has issued a call for a public hearing to consider a possible modification of the embargo against Mexican cottonseed and cottonseed hulls, which has been in force since July 1, 1913. The hearing will be held before the Bureau of Entomology and Plant Quarantine in Room 523 Federal Building, San Antonio, Texas, July 19 at 10 a.m.

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The PLENTIFUL FOODS SITUATION has shifted around a little this week: Green snap beans and beets are plentiful in the Northeast, Midwest, and West; cabbage in the Northeast; onions in the West; and squash in the Northeast and Midwest. Eggs, peanut butter, and citrus marmalade are still plentiful over most of the country.

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USDA RELEASES OF SPECIAL IMPORTANCE . . . . Higher Loans for 1944 Wheat-2671; CCC Corn Loans-2679; WFA Food Sales Amount to 15 Million Dollars-2682; Condition and Progress of Truck Crops for Commercial Processing on July 1, 1944-2698; Commercial Early Irish Potatoes-2699; Fertilizer Application Will Increase Yields of Fall Seeded Grains, Winter Cover Crops, Hay Crops, and Meadow-2701; Fewer Types of Farm Machinery to be Rationed-2702; Maintaining Cotton Consumption After the War-2703; WFA Offers Canned Corn for Sale-2704; WFA Announces Turkey Set-Aside Order-2709; Indicated 1944 Production of Wheat-2716; WFA Makes Changes in Flour Specifications-2717; School Lunch Program to Continue for Next School Year-2718; Food Plants in 13 States Earn "A" Award-2728; Major Changes in Forest Service Experiment Station Directorships-2734; Fruits Released for Alcoholic Products-2736.

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OTHER RELEASES OF INTEREST TO AGRICULTURE . . . . Fresh Peaches Brought Under Price Control--OPA-4523; Nationwide Prices for Entire 1944 Potato Crop Announced--OPA-4522; Small Sales of Home-canned Fruits and Vegetables Exempt from Price Control--OPA-4519; Dollar-and-Cent Ceiling Prices Established for 1944 Crop of Sweetpotatoes--OPA-4529; Sheepherders Will Get Supplemental Allowances of Sugar--OPA-4508; Farmers' Cooperatives as Purchases of Milk Under Maximum Price Control--OPA-4531.

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TIMETABLES and BASIC 7 TABLES . . . . The Lackawanna, the Erie, the New York, New Haven & Hartford, the Central of New Jersey, and the N. Y. Central Railroads will use on their September timetables a design carrying the "If you work like a horse--don't eat like a bird" message. The total number of timetables printed by these five railroads per month is over half a million.

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NUTRITION REMINDERS, in the form of book markers, are being prepared in cooperation with the Library Division of the Office of Education. These markers--over 1-1/2 million of them--will be distributed directly to libraries who will get them to book borrowers during the September nutrition drive.

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